

South Los Angeles Pedestrian Safety Corridor

Project Number PS0706 September 2008







DEPARTMENT OF CALIFORNIA HIGHWAY PATROL (CHP)

PLANNING AND ANALYSIS DIVISION SPECIAL PROJECTS SECTION

CHP SOUTH LOS ANGELES PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM

FINAL REPORT

Project Number PS0706 September 2008

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DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM PS0706

KEY PERSONNEL*

Key California Highway Patrol (CHP) personnel involved in the grant include:

Executive Management

- J. A. Farrow, Commissioner
- R. D. Carter, Deputy Commissioner
- T. J. Clark, Assistant Commissioner
- K. P. Green, Assistant Commissioner
- M. C. A. Santiago, Assistant Commissioner
- R. D. Prieto, Assistant Commissioner

Project Staff

Grant Director

J. E. McLaughlin, Chief

Planning and Analysis Division

Grant Evaluator

R. M. Nannini, Staff Services Manager III

Special Projects Section

Grant Manager

D. P. Sampson, Lieutenant

Special Projects Section

Grant Coordinators

G. L. Parker, Officer

Special Projects Section

J. Vierria, Associate Governmental Program Analyst

Special Projects Section

Administrative Services Manager

L. A. Paolini, Chief

Administrative Services Division

Graphic Services Manager

W. J. Kubo, Senior Graphic Artist

Departmental Training Division, Academy

^{*}Personnel are listed as they were assigned on the grant ending date of June 30, 2008.

PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROJECT CORRIDOR TASK FORCE MEMBERS

Captain Sherell Sutherland
Commander, CHP South Los Angeles Area
Task Force Chair

Ed Gingras

Lieutenant, CHP South Los Angeles Area

Cathy Moore

Sergeant, CHP South Los Angeles Area

John Babbitt

Lieutenant, Los Angeles Sheriff's Department

Don Rasmussen

Sergeant, Los Angeles Sheriff's Department

Herman Barahona

Development Specialist, Community Development Commission of Los Angeles County

Alan Nino

Associate Civil Engineer, Traffic and Lighting Division, Los Angeles County Department of Public Works

Adalberto Vega

Principal, Russell Elementary School

Dennis Schaffer

Assistant Principal, Russell Elementary School

Hector Rodriguez

Lieutenant, Los Angeles School Police

Charles Gray

Associate Transportation Planner, CHP

CREDITS

This project is part of the California Traffic Safety Program and was made possible through the support of the California Office of Traffic Safety (OTS), the National Highway Traffic Safety Administration, and the State of California.

Additional personnel responsible for the successful grant completion included C. J. Murphy, Director, OTS; M. Meadows, Assistant Director, Program Planning and Operations Division, OTS; J. Schilling, Operations Coordinator, OTS; S. A. Kelly, Sergeant, Special Projects Section (SPS), California Highway Patrol (CHP); and M. Skaggs, Staff Services Manager I, SPS, CHP.

DISCLAIMER

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

EXECUTIVE SUMMARY

PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM

CALIFORNIA

PROGRAM AREA

Pedestrian safety.

PROJECT CHARACTERISTICS

Use of enhanced enforcement, community involvement, and public education to reduce pedestrian-involved reportable collisions.

TYPE OF JURISDICTION

Local.

TARGETED POPULATION

Pedestrians and motor vehicle drivers.

JURISDICTION SIZE

Approximately 2,000,000.

PROBLEM IDENTIFICATION

The California Highway Patrol (CHP) South Los Angeles Area recognizes the need for an effective method of producing consistent and long-term changes in public knowledge and behavior in order to improve pedestrian safety in our unincorporated county areas. Through enforcement and education we can bring about the necessary change and assist in ensuring a safer walking environment for our Area's pedestrians.

GOALS AND OBJECTIVES

Goal 1: To reduce pedestrian-involved fatal victims on the CHP South Los Angeles Area's unincorporated roadways by 20 percent from the 2005 base-year total of 5 to 4 by December 31, 2007. **Result: Not Accomplished.** Statewide Integrated Traffic Records System (SWITRS) data indicated a total of five pedestrian fatalities on the corridor. This reflects no change in the number of pedestrian fatal victims on the corridor.

Goal 2: To reduce pedestrian-involved injured victims on the CHP South Los Angeles Area's unincorporated roadways by 10 percent from the 2005 base-year total of 117 to 105 by December 31, 2007. **Result:**Accomplished. SWITRS data indicated a total of 98 injured victims on the corridor. This reflects a 16.2 percent decrease in the number of pedestrian injured victims from the 2005 base-year total.

Objective 1: To issue an operational plan for the pedestrian corridor, establishing the method of operation and the policies applicable to carry out the grant program by December 31, 2006. **Result: Accomplished.** The Operational Plan for this corridor was issued on November 29, 2006.

Objective 2: To provide the Office of Traffic Safety (OTS) with the required documentation of local support by January 31, 2007. **Result: Accomplished.** The documentation was forwarded to OTS on January 31, 2007.

Objective 3: To convene a task force for the pedestrian corridor site consisting of representatives from entities with the ability to enhance pedestrian safety by January 31, 2007. **Result: Accomplished.** The first task force meeting was held on January 11, 2007.

Objective 4: To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for the pedestrian corridor by March 31, 2007. **Result: Accomplished.** The language assessment was completed on December 5, 2006, identifying Spanish as the target language.

Objective 5: To identify through the task force at least four factors, including conditions and behaviors, negatively impacting pedestrian safety on the pedestrian corridor, and to identify potential short and/or long-term solutions for each factor by May 31, 2007. **Result: Accomplished.** The four factors and short and long terms solutions were identified.

Objective 6: To implement at least two potential solutions by December 31, 2007. Result: Accomplished. Potential solutions were implemented on schedule.

Objective 7: To conduct a minimum of four task force meetings during the pedestrian corridor's Program Operations Phase by December 31, 2007. **Result: Accomplished.** Four Task Force meetings were conducted.

Objective 8: To deploy officers on project-funded overtime along the pedestrian corridor to enforce traffic violations consistent with the identified "top five" pedestrian-involved reportable primary collision factors by February 28, 2008. Result: Accomplished. Officer overtime was utilized to enforce pedestrian safety.

Objective 9: To conduct a public awareness campaign to include:

- a. Issuance of a press release announcing the "kick-off" of the project for the pedestrian corridor by January 31, 2007. Result: Not Accomplished, Deadline Missed. The press release was issued on February 5, 2007.
- b. To develop a project logo for the pedestrian corridor by January 31, 2007. Result: Accomplished.
- c. Distribution of education materials and/or promotional items at appropriate venues by December 31, 2007. Result: Not Accomplished. Deadline Missed. Promotional items were not distributed on time due to the prohibition on the distribution set forth by the CHP.
- d. To conduct at least one public affairs officer (PAO) presentation per month during the pedestrian corridor's Program Operations Phase by December 31, 2007. **Result: Not Accomplished. Deadline Missed.** The PAO did not complete any presentations during the months of February and March.

Objective 10: To use the following standard language in all press, media, and printed materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration." **Result: Accomplished.**

Objectives 11-14: Not Applicable.

STRATEGIES AND ACTIVITIES

Strategies included enhanced enforcement, local community involvement (via participation in a problem-solving task force), and a public education campaign. Activities included overtime deployments of officers on the corridor for enforcement, formation of a Corridor Task Force to identify problems and solutions, and public awareness activities such as a news release, PAO presentations, and distribution of promotional items at appropriate community events. The Corridor Task Force convened frequently to identify, discuss, and implement recommendations for improvements to traffic safety.

RESULTS

Of the ten applicable grant objectives, nine were accomplished on schedule.

Three of the sub-elements of Objective 9 missed their deadlines, but were accomplished. Objective 11 was not applicable due to obsolete OTS reporting requirements. Objectives 12 through 14 were not applicable due to the absence of a paid media group during the Program Operations Phase of the grant.

Despite the generally commendable accomplishment of the planned objectives for the corridor, the goal of reducing fatal pedestrian collisions was not reduced but did not increase from the base period. However, the goal of decreasing injury pedestrian collisions was encouraging. There were 470 citations for various offenses including 189 pedestrian violations which were issued from January 2007 through December 2007. Moreover, the involvement of the Corridor Task Force members contributed to a cooperative atmosphere for problem identification and resolution. The local community assumed ownership for traffic safety on the corridor roadway segments and successfully implemented long-term solutions that will likely continue to yield benefits in the future.

FUNDING

Section 406: \$102,944.82 Expended: \$76,387.71

CONTACT

Officer Gabriel Parker California Highway Patrol Special Projects Section P. O. Box 942898 Sacramento, CA 94298-0001 (916) 657-7222

PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM (PS0706)

CHP SOUTH LOS ANGELES AREA

INTRODUCTION

Effective October 1, 2006, and continuing through July 31, 2008, the California Highway Patrol (CHP) received a grant from the National Highway Traffic Safety Administration (NHTSA) through the California Office of Traffic Safety (OTS) to implement the Pedestrian Safety Enforcement and Education Program. A copy of the grant agreement appears in Annex A. The project was conducted using the Department's well established "corridor" approach (described below). Pedestrian safety is a continuing problem in the South Los Angeles Region. In the CHP South Los Angeles Area, pedestrians killed in collisions represented 17 percent of the total number of people who died in motor vehicle-involved collisions from 2003 through 2005. The majority of the pedestrians who died in the South Los Angeles Region were killed in surface street collisions. Additionally, the CHP South Los Angeles Area is concerned the numbers are on the rise. For example, statistics for 2005 indicate five (20 percent) of the CHP Area's 25 fatalities have involved pedestrian victims.

BACKGROUND

Pedestrians account for approximately 12 percent of all traffic fatalities nationwide. In 2006, an average of 13 pedestrians were killed in traffic collisions everyday. Also, pedestrians account for approximately two percent of all traffic injuries nationwide. In 2006, an average of 167 pedestrians were injured in traffic collisions everyday. In California, the problem is even worse. Pedestrian fatalities account for 17 percent of total traffic fatalities, approximately 50 percent higher than the national average. According to the NHTSA publication, *Designing for Pedestrian Safety*, collisions involving pedestrians are the third highest crash type resulting in traffic-related fatalities.

To address locations in which a disproportionate number of fatal and injury collisions occur, the CHP often uses the corridor approach to positively impact traffic safety. The safety corridor approach combines enforcement, education, and engineering (as conditions permit) to reduce the number of collisions on these identified roadways. Additionally, a multidisciplinary task force, consisting of community stakeholders in traffic safety, is established for each corridor. Task force members work closely together to identify problems on the associated corridor, develop short- and long-term solutions, and implement those solutions as conditions and resources permit. The corridor approach helps establish local "ownership" of responsibility for resolving local traffic safety issues and has been proven effective on targeted roadway segments.

The CHP South Los Angeles Area's pedestrian safety enforcement and education program was focused in the unincorporated Los Angeles community of Florence-Firestone. The target areas within this community contained a 1 ½ mile stretch of Firestone Boulevard, from Central Avenue to Alameda Street; a 1 ½ mile stretch of Nadeau Street, from Central Avenue to Alameda Street; a ½ mile stretch of Florence Avenue, from Central Avenue to Alameda Street; and a 1 mile stretch

of Compton Avenue. The CHP South Los Angeles Area has recognized significant pedestrian safety issues especially close to the Russell Elementary School located at 1263 East Firestone Boulevard. This corridor concentrated on enforcement relating to the crosswalks and pedestrian traffic in proximity to the school as well as adjacent routes. The enforcement would also occur during peak hours before and after school sessions.

GOALS:

1. To reduce pedestrian-involved fatal victims on the CHP South Los Angeles Area's unincorporated roadways by 20 percent from the 2005 base-year total of 5 to 4 by December 31, 2007.

Result: Not Accomplished. 2007 statistics indicate the number of pedestrian fatalities that occurred during the 12 month implementation phase was five. These fatalities occurred between the months of January and July 2007.

Although this represents a zero reduction in fatalities, it should be noted, as reported by the CHP South Los Angeles Area, there were no fatalities between August 2007 and March 17, 2008. The fact there have been no fatalities during this period is attributed to increased enforcement during the operations phase. The CHP South Los Angeles Area continues to maintain its presence along the corridor by redirecting units from surrounding freeways.

REPORTABLE SOUTH LOS ANGELES PEDESTRIAN FATALITIES WITHIN CHP JURISDICTION

Baseline	Actual	# (+ or -) Diff.	% (+ or -) Diff.
	Year-to-date	from Baseline	from Baseline
5	5	0	0%

2. To reduce pedestrian-involved injured victims on the CHP South Los Angeles Area's unincorporated roadways by 10 percent from the 2005 base-year total of 117 to 105 by December 31, 2007.

Result: Accomplished. 2007 statistics indicate the number of pedestrian injuries that occurred during the 12 month implementation phase was 98. This was a 16.2 percent decrease from the baseline total and a 6.7 percent decrease from the goal.

REPORTABLE SOUTH LOS ANGELES PEDESTRIAN INJURIES WITHIN CHP JURISDICTION

Period	Baseline	Goal	Actual	# (+ or -) Diff. from	% (+ or -) Diff. from
				Baseline	Baseline
Jan 2007	9	8	11	+2	+22%
Feb 2007	9	8	9	0	0%
Mar 2007	9	8	16	+7	+78%
Apr 2007	10	9	5	-5	-50%
May 2007	10	9	10	0	0%
Jun 2007	10	9	9	-1	-10%
Jul 2007	10	9	5	-5	-50%
Aug 2007	10	9	7	-3	-30%
Sep 2007	10	9	8	-2	-20%
Oct 2007	10	9	8	-2	-20%
Nov 2007	10	9	6	-4	-40%
Dec 2007	10	9	4	-6	-60%
TOTAL	117	105	98	-19	-16.2%

OBJECTIVES:

1. To issue an operational plan for the pedestrian corridor, establishing the method of operation and the policies applicable to carry out the grant program by December 31, 2006.

Result: Accomplished. The Operations Phase began January 1, 2007. The Operational Plan for this corridor was issued on November 29, 2006.

OPERATIONAL PLAN

Development Due Date	Date Developed	Date Issued
12/31/06	11/29/06	11/29/06

2. To provide the Office of Traffic Safety (OTS) with the required documentation of local support by January 31, 2007.

Result: Accomplished. A copy of the letter of support is also attached to this quarterly report.

DOCUMENTATION OF LOCAL SUPPORT

Document Due Date	Date forwarded to OTS
01/31/07	01/31/07

3. To convene a task force for the pedestrian corridor site consisting of representatives from entities with the ability to enhance pedestrian safety by January 31, 2007.

Result: Accomplished. The first task force meeting was held on January 11, 2007.

4. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for the pedestrian corridor by March 31, 2007.

Result: Accomplished. The language assessment was completed on December 5, 2006, identifying Spanish as the target language.

LANGUAGE ASSESSMENT

Date Due	Date Completed	Languages Identified
03/31/07	12/05/06	Spanish

5. To identify, through the task force, at least four factors, including conditions and behaviors, negatively impacting pedestrian safety on the pedestrian corridor, and to identify potential short and/or long-term solutions for each factor by May 31, 2007.

Result: Accomplished. The task force identified four factors negatively impacting pedestrian safety in the area. Slowing motorists in and around the Russell Elementary school zone has been a condition/behavior identified by the task force at the first task force meeting. Although the short/long-term solution was not articulated in previous quarterly reports, officer presence and enhanced traffic enforcement has been the Area's main focus since the beginning of the Operational Phase.

IDENTIFIED CONDITIONS/BEHAVIORS

Condition/Behavior	Short/Long Term Solution	Date Identified
Motorists not slowing in/around school zone	Officer presence in front of school, before and after school, and during student drop offs and pick-ups.	1/11/07
·	Enhanced traffic enforcement on corridor roadways when school is in session.	•
Parents parking on 45 mph roadway	Roadside campaign sign reinforcing the corridor pedestrian safety message.	8/8/07
Cars double parking and students walking across traffic lanes to side walk	Officer presence and traffic enforcement during student drop off and pick up periods.	8/8/07
Parents/students unaware of traffic safety laws	Poster contest to increase awareness and to educate parents and children of the need to obey traffic safety laws.	9/5/07

6. To implement at least two potential solutions by December 31, 2007.

Result: Accomplished. Potential solutions were implemented on schedule.

POTENTIAL SOLUTION IMPLEMENTATION

Identified	Potential Solution	Date Implemented
Condition/Behavior		
Motorists not slowing in/around school zone	Officer presence and enhanced enforcement during student drop off and pick up periods.	1/11/07
Parents parking on 45 mph roadway to drop off students	Magnetic campaign sign to reinforce corridor safety message.	8/8/07

7. To conduct a minimum of four task force meetings during the pedestrian corridor's Program Operations Phase by December 31, 2007.

Result: Accomplished. Although the meeting scheduled for April 7, 2007, was cancelled due to scheduling conflicts with stakeholders, the task force completed four task force meetings by December 31, 2007.

The task force includes key representatives from the following: Los Angeles County Sheriff's Department, Los Angeles County Department of Public Works, Los Angeles County Community Development Commission, and Russell Elementary School.

TASK FORCE MEETINGS

Time Frame	Task Force Meeting Date
Jan – Mar 2007	January 11, 2007
Apr – Jun 2007	April 7, 2007 (CANCELLED) ·
Jul – Sep 2007	August 8, 2007, September 5, 2007
Oct – Dec 2007	November 29, 2007

8. To deploy officers on project-funded overtime along the pedestrian corridor to enforce traffic violations consistent with the identified "top five" pedestrian-involved reportable primary collision factors by February 28, 2008.

Result: Accomplished. Overtime deployment, which began January 1, 2007, was used at a reasonable pace, consistent with the Program Operations Phase timeline.

UNIFORMED OVERTIME DEPLOYMENT

Position	Total Hours	Total Hours		Cumulative Totals (Rou	_	
	Allotted	Used	3/31/07	6/30/07	9/30/07	12/31/07
Sergeant	110	107	0%	0%	0%	97%
Officer	1,191	943	12%	49%	72%	79%
TOTAL	1,301	1,050	11%	44%	66%	81%

- 9. To conduct a public awareness campaign to include:
 - a. Issuance of a press release announcing the "kick-off" of the project for the pedestrian corridor by January 31, 2007.

Result: Not accomplished. Deadline missed. The CHP South Los Angeles Area issued a press release announcing the "kick-off" of the project for the pedestrian corridor on February 5, 2007, missing the January 31, 2007 deadline.

KICK-OFF MEDIA RELEASE

Date Due	Date Sent to Grants Management Unit (GMU)	Date Forwarded to Office of Media Relations	Date Issued
01/31/07	03/28/07	03/28/07	02/05/07

b. To develop a project logo for the pedestrian corridor by January 31, 2007.

Result: Accomplished. The project logo was developed on November 15, 2006.

PROJECT LOGO

Due Date	Date Developed	Date Sent to GMU
1/31/07	11/15/06	12/31/06

c. Distribution of educational materials and/or promotional items at appropriate venues by December 1, 2007.

Result: Not Accomplished. Deadline Missed. Pedometers and carabiners were ordered for distribution. A proof of the order was reviewed on July 12, 2007. It was anticipated that the order would be shipped on July 20, 2007, and delivered to the CHP South Los Angeles Area office by July 25, 2007. A rack card was also developed. In August 2007, the CHP South Los Angeles Area office received the carabiners. However, the carabiners were defective. Arrangements were made with the vendor to have them replaced.

The task force agreed the most effective way to educate the public was to get students and parents to actively participate in the campaign. One strategy was to conduct a poster contest at Russell Elementary School. The poster contest was presented to parents and students during the "Meet The Principal" meeting on September 10, 2007.

On September 19, 2007, the final submissions were judged by representatives from the Los Angeles Sheriff's Department, the CHP South Los Angeles Area, the Los Angeles Department of Public Works, and the Russell Elementary School principal. A "winner" for each grade (K through 5th) and a "grand prize" winner were selected. On September 24, 2007, the winners were announced at the school's weekly assembly. Each grade winner received a certificate, and the grand prize winner received four tickets to the Chivas soccer (professional soccer) games at the Home Depot Center. The tickets were donated to the school by the Chivas soccer team.

The replacement pedometers and carabiners were received by the CHP South Los Angeles Area. Due to possible problems with imported promotional items, the

Department issued a directive (COMM-NET dated October 24, 2007) suspending acquisition of all promotional items pending resolution of the issues involved. The departmental directive on acquisition of promotional items was rescinded in June 2008, and the Area office began distribution of those items. To meet the ongoing need for public education, campaign posters were developed in-house and shipped to the CHP South Los Angeles Area and task force members for distribution.

d. To conduct at least one public affairs officer (PAO) presentation per month during the pedestrian corridor's Program Operations Phase by December 31, 2007.

Result: Not Accomplished. Deadline Missed. The Program Operations Phase began January 1, 2007. However, due to the late approval and start of the grant, and other unforeseen circumstances, staff at the CHP South Los Angeles Area office were unable to conduct PAO presentations during the months of February and March.

The PAO conducted two presentations during the months of September and October 2007, and three presentations during the months of November and December 2007. The PAO continued to conduct presentations after the Program Operations Phase ended. Two presentations were conducted in both the months of January and February 2008 and three in March 2008.

PAO PRESENTATIONS

Time Frame	Presentation Location & Date	Time Frame	Presentation Location & Date
Jan 2007	Community Development Commission meeting	Sept 2007	Russell Elementary School 09/24/07
	01/10/07		Community Development Commission meeting
			09/27/07
Feb 2007	None	Oct 2007	Willowbrook Sr. Center 10/10/07
			Arlington Elementary
·			10/22/07
Mar 2007	None	Nov 2007	Walteria Elementary 11/14/07
			Broad Ave Elementary 11/16/07
			Hope View Elementary 11/28/07
(Continued)			

Apr 2007	Los Angeles County Sheriff's Century Station	Dec 2007	Watts Christmas Parade 12/1/07
	Community Action		CHiPs for Kids
·	Committee meeting		12/3/07 to 12/18/07
	04/18/07		Santa's Sleigh Ride
			12/13/07 to 12/21/07
May 2007	Multi-Agency meeting Assemblyman De La Torre 05/10/07	Jan 2008	Los Angeles County Sheriff's Century Station Community Action Committee meeting 01/16/2008
			Walnut Park Community
			meeting
			01/17/2008
			Safe Passages
			01/24/2008
June 2007	Crime Scene Investigation (CSI) Camp 06/30/07	Feb 2008	Los Angeles County Sheriff's Century Station Community Action Committee meeting 02/20/2008
			Walnut Park Community meeting
			02/21/2008
			Safe Passages
			01/24/2008
July 2007	Walnut Park Community meeting 07/19/07	Mar 2008	Los Angeles County Sheriff's Century Station Community Action Committee meeting 03/19/2008
			Walnut Park Community meeting
			03/20/2008
			Safe Passages
			03/20/2008
Aug 2007	Los Angeles County Sheriff's Century Station National Night Out at Washington Park 08/07/2007		

10. To use the following standard language in all press, media, and printed materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."

Result: Accomplished.

11. To e-mail the OTS Public Information Officer at pio@ots.ca.gov and OTS Operational Coordinator at least one month in advance, a short description of any new traffic safety event or program.

Result: Not applicable.

12. To produce/air public service announcements (PSA) and paid media ads by December 31, 2007.

Result: Not applicable. The contract with Ogilvy Media was not executed due to the Department's contract ending with Ogilvy in October 2007. New projects were not to be undertaken until the new contract was in place. The current media contract was not finalized until December 2007 at the end of the Program Operations Phase and insufficient time was provided to promote the CHP South Los Angeles Corridor campaign.

- 13. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:
 - a. Number of PSAs produced.
 - b. Subject of each PSA.
 - c. Number of airings for each PSA.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

Result: Not applicable. Same as Objective 12.

- 14. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:
 - a. Number of messages produced.
 - b. Subject of each message.
 - c. Number of printings for each message.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

Result: Not applicable. Same as Objective 12.

METHODOLOGY/CHRONOLOGY

A 22-month traffic safety project was coordinated by Special Projects Section and implemented by the CHP South Los Angeles Area. The project focused upon enhanced enforcement efforts, and a public awareness campaign. The project funded deployment of officers on overtime for enforcement of primary collision factors relating to pedestrian safety.

The project was conducted in three phases: 1) Program Preparation, 2) Program Operations, and 3) Data Gathering and Reporting. The following table details the methodology outlined in the project agreement, and the actual chronology of activities.

METHODOLOGY OUTLINED IN THE PROJECT AGREEMENT	ACTUAL PROJECT CHRONOLOGY						
Phase I – Program Preparation October 1, 2006, through December 31, 2006							
Tasks to be accomplished:	Tasks accomplished:						
Contact CHP South Los Angeles Area Coordinator to explain goals and objectives.	CHP South Los Angeles Area Coordinator contacted in October 2006.						
Schedule initial meeting for the pedestrian corridor task force.	Initial meeting transpired August 2006.						
Assemble and convene task force.	• First task force meeting convened on 1/11/07.						
Complete language assessment.	Language assessment completed on 12/5/06. Language identified was Spanish.						
The Operational Plan will be developed and issued.	The Operational Plan was developed and issued on 11/29/06.						
Develop project logo for use on appropriate project materials.	Logo developed 11/15/06.						
Project educational materials, and/or OTS approved promotional items, will be selected.	Promotional items were submitted for production on 1/12/07.						
The pre-project news release will be prepared for issuance during the Program Operations Phase.	The pre-project news release was prepared on 2/05/07.						
Plan venues for safety presentations and distribution of educational materials/promotional items.	Safety presentations were arranged at several different venues by the CHP South Los Angeles PAO.						
Prepare Purchase Requisitions for submission.	Requisitions prepared for promotional items in December 2007.						

Phase II – Program Operations Phase May 1, 2006, through June 30, 2007	
Tasks to be accomplished:	Tasks accomplished:
Issue kick-off news release by 1/31/07	• Deadline Missed. News release issued on 2/5/07.
Uniformed personnel will be deployed on overtime in support of project goals/objectives.	Deployments completed throughout Program Operations Phase.
Distribution of promotional items at appropriate venues, such as fairs and various community events.	The first order of promotional items were defective. The second order was not distributed due to departmental directive on promotional items.
Identify four contributing factors including conditions and behaviors.	Four contributing factors were identified.
Implement at least two solutions.	Two solutions were derived and implemented.
Conduct safety presentations by PAOs at appropriate venues.	Safety presentations were arranged at several different venues by the CHP South Los Angeles PAO.
The Office of Primary Interest (OPI) will report progress toward the project goals and objectives in quarterly reports through channels to OTS.	Quarterly reports were completed, and forwarded through channels to OTS on time.
Phase III – Data Gathering and Reporting Ph (Throughout project period)	ase
Tasks to be accomplished:	Tasks accomplished:
Collect and analyze data on progress toward accomplishment of goals and objectives for required reports.	Data reflecting progress toward goal and objective accomplishment gathered and reported quarterly to OTS.
Phase IV – Final Report	
Complete Final Report.	Report drafted by OPI and submitted for review. Report finalized in June 2008 and submitted to OTS on schedule.

PROBLEMS

Goal #1 was not accomplished.

Overtime hours were not completely expended. 151 enforcement overtime hours were unused.

The promotional items were unable to be properly produced thus resulting in the replacement order being received during the departmental directive banning the distribution of promotional items. The ban was lifted on 6/12/08.

A media contract was not executed due to the Department's pending contract not finalized until the end of the Program Operations Phase of the grant.

RESULTS

Of the ten applicable grant objectives, nine were accomplished on schedule. Three of the sub-elements of Objective 9 missed their deadlines, but were accomplished. Objective 11 was not applicable due to obsolete OTS reporting requirements. Objectives 12 through 14 were not applicable due to the absence of a paid media group during the Program Operations Phase of the grant. Despite the generally commendable accomplishment of the planned objectives for the corridor, the goal of reducing fatal pedestrian collisions was not reduced but did not increase from the base period. However, the goal of decreasing injury pedestrian collisions was encouraging. There were 470 citations for various offences including 189 pedestrian violations which were issued from January 2007 through December 2007. Moreover, the involvement of the Corridor Task Force members contributed to a cooperative atmosphere for problem identification and resolution. The local community assumed ownership for traffic safety on the corridor roadway segments and successfully implemented long-term solutions that will likely continue to yield benefits in the future.

COST EFFECTIVENESS

BUDGET CATEGORY	BUDGET AMOUNT	EXPENDED	BALANCE REMAINING	% REMAINING
Personnel Costs	\$82,979.40	\$62,464.34	\$20,515.06	24.7%
Travel Expenses	\$3,252.90	\$1,752.90	\$1,500.00	46.1%
Other Direct Costs	\$16,712.52	\$14,061.48	\$2,651.04	15.9%
TOTAL	\$102,944.82	\$78,278.72	\$24,666.10	24.0%

RECOMMENDATIONS

- Continue emphasis on pedestrian-related traffic enforcement with a focus on reducing fatal and injury collisions.
- Participate in local and national highway traffic safety campaigns to maintain public awareness of pedestrian traffic safety issues.

Annex A

PS0706 Grant Agreement



State of California

PROJECT NUMBER PS0706

OFFICE OF TRAFFIC SAFETY **GRANT AGREEMENT**

PAGE 1 (To be completed by applicant Agency)

PROJECT TITLE

CHP SOUTH LOS ANGELES PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM

NAME OF APPLICANT AGENCY CALIFORNIA HIGHWAY PATROL (CHP) PROJECT PERIOD

Month - Day - Year

07-31-08

3. AGENCY UNIT TO HANDLE PROJECT PLANNING AND ANALYSIS DIVISION (PAD) From: 10-01-06 To:

5. PROJECT DESCRIPTION (Provide an overview of the project activities that will address the problem statement, in approximately 100 words. Space is limited to six lines.)

The California Highway Patrol (CHP) South Los Angeles Area proposes to implement a focused pedestrian and traffic safety program utilizing the "corridor" approach within its unincorporated county areas. The Area will implement a task force and apply the corridor approach which permits the task force to focus limited resources for the specific location rather than conducting a general, and therefore less precise, campaign. By bringing together representatives from county, city, and private organizations, the task force draws from the combined wealth of knowledge and expertise in addressing the educational, engineering, and enforcement issues inherent in improving pedestrian safety. The Area will additionally utilize roving patrol, and public affairs presentations, directed at pedestrian safety. Through the task force, education, and concentrated enforcement efforts, the Area plans to reduce pedestrianinvolved fatal and injury traffic collisions by 10 percent.

6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED: \$102,944.82								
7. APPROVAL SIGNATURES								
A. PROJECT DIRECTOR	B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY							
NAME: J. E. McLAUGHLIN PHONE: (916) 657-4098	NAME: K. P. GREEN PHONE: (916) 657-7194							
TITLE: Chief FAX: (916) 657-4087	TITLE: Ass't. Commissioner, Staff FAX: (916) 657-7324							
Address: 2555 First Avenue Sacramento, California 95818-2696	Address: 2555 First Avenue Sacramento, California 95818-2696							
E-MAIL: jmclaughlin@chp.ca.gov	E-MAIL: kgreen@chp.ca.gov							
Me / 1/28/07 (Date)	(Signature) 12 12 107 (Date)							
C. FISCAL OR ACCOUNTING OFFICIAL	D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS							
NAME: M. S. EPPS PHONE: (916) 375-2733	NAME: Fiscal Management Section							
TITLE: Commander FAX: (916) 375-2752								
Address: 860 Stillwater Road	Address: P. O. Box 942900							
West Sacramento, California 95605-1649	Sacramento, California 94298-2900							
AAIL: mepps@chp.ca.gov								
(Signature) (2/13/67) (Date)								

EFFECTIVE DAT	E OF AC	GREEN	лЕNT:	10/1/2007	G	RANTEE		<u> </u>	CHP	PR	OJECT NO	D. <u>PS070</u>) <u>6</u>
\ction No.	3		Date:	12/28/2007		TYPE OF	AGREE		Initial	Re	vision	Cont.	X
· 						FUND			ROGRAM	TAS	K NO.	F.Y.	
Revision No.	1		Date:	12/28/2007		402	<u> </u>		08-PS	EDOCIT	4	2008	3
9. Action Taken								11	Fiscal Ye			mount	
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				or expenditure in 2					2006-07			61,149.1	2
				•					2007-08			41,795.7	0
2008 HSP gr	ant fun	ds of S	\$33,48	7.00 obligated.					Marie Ma				
Total funds p	rogram	nmed r	emain	unchanged.						Гotal		102,944.8	32
							Obliga	ted Thi	s Action			41,795.7	0
							Previo	usly Ob	ligated			61,149.1	
									Obligated			102,944.8	
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ravel Expens	es			1,500.	00		1,7	52.90	3,	,252.90	·	3,252.9	00
C. Contractual S	ervices			0.	00			0.00		0.00		0.0	00
D. Equipment				. 0.	00			0.00		0.00		0.0	00
E. Other Direct C	osts			10,908.	70		5,8	03.82	2 16,712.52			16,712.5	52
F. Indirect Costs				0.	00		· .	0.00		0.00		0.0	00
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Α	. APPR	OVAL	RECO	MMENDED BY				B. AGF	REEMENT & FL	JNDING	AUTHORIZ	ZED BY	
NAME: JULIE SCHILLING TITLE: Regional Coordinator PHONE: (916) 262-1755 E-MAIL: jschilling@ots.ca.gov Office of Traffic Safety					NAME: TITLE:		MICHELE ME Assistant Dire	ector of (fic Safet	Operations y	S			
Olympatrice	7000 Franklin Blvd., Suite 440 Sacramento, CA 95823					Signati	Uro	7000 Franklin Sacramento,	-	23)	,	
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EFFECTIVE DAT	E OF AGRE	EMENT:	<u>10/1/2006</u>	GRANTEE		<u> </u>	CHP	PR	OJECT NO.	PS0706
Action No.	2	Date:	12/31/2007	10. TYPE OI			Initial		vision X	Cont.
			40/04/0007	FUNI			ROGRAM 07-PS		K NO. 4	F.Y. 2007
Revision No. 9. Action Taken	1	Date:	12/31/2007	402	1		1. FUNDING D			
9. Action Taken							Fiscal Ye			ount
2007 HSP ar	ant funds re	educed t	o agree with costs							
reported thro			S				2006-07			61,149.12
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			dule B Detail) - FIS	CAL YEAR G	RANT PE	RIOD	ENDING:		9/30/200	7
			ADJ	2	006-07		2006-0			PROJECT
COST C	ATEGORY		GRANT PERIOD	PRIC	OR GRAN	T	TOTAL GR	ANT	BUDGET	ESTIMATE
A. Personnel Cos	ets		(1,309.	60)	54,90	2.00	53,	592.40	,	82,979.40
ravel Expens	es		(2,747.	10)	4,50	00.00	1,752.90			3,252.90
C. Contractual Se	ervices		(30,000.	00)	30,00	00.00	0.00			0.00
D. Equipment			0.0	00		0.00	0.00			0.00
E. Other Direct C	osts		(17,676.	18)	23,48	30.00	5	,803.82		16,712.52
F. Indirect Costs		• •	0.	00		0.00		0.00		0.00
TOTAL FEDERAL			(51,732.		112,88			,149.12		102,944.82
			ECT APPROVAL &	AUTHORIZA						TD DV
A	APPROVA	L RECO	MMENDED BY		<u> </u>	o. AGI	REEMENT & FL	NUING A	AU I HUKIZE	וסט
NAME: JULIE SCHILLING TITLE: Regional Coordinator PHONE: (916) 262-1755				NAME: TITLE:		MICHELE ME Assistant Dire				
E-MAIL: jschilling@ots.ca.gov Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823						Office of Traff 7000 Franklin Sacramento,	Blvd., S	uite 440		
Signature	<u> Ani</u>	e S	hilling		Signatu	re d	Mich	L Y	Mead	aus

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PROJECT DESCRIPTION

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PROBLEM STATEMENT

The California Highway Patrol (CHP) South Los Angeles Area recognizes the need for an effective method of producing consistent and long-term changes in public knowledge and behavior in order to improve pedestrian safety in our unincorporated county areas. Through enforcement and education we can bring about the necessary change and assist in ensuring a safer walking environment for our Area's pedestrians.

Pedestrian safety is a continuing problem in California. During the past three years, 2,154 pedestrians were killed and 41,438 were injured statewide.

Statewide Pedestrian Fatal/Injured Victims

Year	Total Fatalities (All Collisions)	Pedestrian Fatalities	Pedestrian Fatalities as a Percentage of Total Fatalities	Total Injured (All Collisions)	Pedestrians Injured	Pedestrians Injured as a Percentage of Total Injured
2003	4,225	712	17%	307,166	13,991	5%
2004	4,094	694	17%	302,357	13,892	5%
2005	4,304	748	17%	292,744	13,555	5%
Totals	12,623	2,154	17%	902,267	41,438	5%

Pedestrian safety is a continuing problem in the South Los Angeles Region. As indicated in the following table for the CHP South Los Angeles Area, pedestrians killed in collisions represented 17 percent of the total number of people who died in motor vehicle-involved collisions from 2003 through 2005. The majority of the pedestrians who died in the South Los Angeles Region were killed in surface street collisions. Additionally, the CHP Area is concerned the numbers are on the rise. For example, statistics for 2005 indicate five (20 percent) of the CHP Area's 25 fatalities have involved pedestrian victims.

South Los Angeles Pedestrian Fatal/Injured Victims CHP Jurisdiction

Year	Total Fatalities (All Collisions)	Pedestrian Fatalities	Pedestrian Fatalities as a Percentage of Total Fatalities	Total Injured (All Collisions)	Pedestrians Injured	Pedestrians Injured as a Percentage of Total Injured
2003	36	6	17%	2,867	128	4%
2004	46	7	15%	2,768	117	4%
2005	25	5	20%	2,774	117	4%
Totals	107	18	17%	8,409	362	4%

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PERFORMANCE MEASURES

PROJECT GOALS

- 1. To reduce pedestrian-involved fatal victims on the CHP South Los Angeles Area's unincorporated roadways by 20 percent from the 2005 base-year total of 5 to 4 by December 31, 2007.
- 2. To reduce pedestrian-involved injured victims on the CHP South Los Angeles Area's unincorporated roadways by 10 percent from the 2005 base-year total of 117 to 105 by December 31, 2007.

PROJECT OBJECTIVES

- 1. To issue an operational plan¹ for the pedestrian corridor, establishing the method of operation and the policies applicable to carry out the grant program by December 31, 2006.
- 2. To provide the Office of Traffic Safety (OTS) with the required documentation of local support² by January 31, 2007.
- 3. To convene a task force for the pedestrian corridor site consisting of representatives from entities with the ability to enhance pedestrian safety by January 31, 2007.
- 4. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for the pedestrian corridor by March 31, 2007.
- 5. To identify through the task force at least four factors, including conditions and behaviors, negatively impacting pedestrian safety on the pedestrian corridor, and to identify potential short and/or long-term solutions for each factor by May 31, 2007.
- 6. To implement at least two potential solutions by December 31, 2007.
- 7. To conduct a minimum of four task force meetings during the pedestrian corridor's Program Operations Phase by December 31, 2007.
- 8. To deploy officers on project-funded overtime along the pedestrian corridor to enforce traffic violations consistent with the identified "top five" pedestrian-involved reportable primary collision factors by February 28, 2008.

¹ The operational plan will contain a strategic distribution of allocated overtime hours.

² Projects designated by OTS as "for local benefit," require documentation of "consent and acceptance" by representatives of local government.

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- 9. To conduct a public awareness campaign to include:
 - a. Issuance of a press release announcing the "kick-off" of the project for the pedestrian corridor by January 31, 2007.
 - b. To develop a project logo³ for the pedestrian corridor by January 31, 2007.
 - c. Distribution of education materials and/or promotional items at appropriate venues⁴ by December 31, 2007.
 - d. To conduct at least one public affairs officer (PAO) presentation per month during the pedestrian corridor's Program Operations Phase by December 31, 2007.
- 10. To use the following standard language in all press, media, and printed materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."
- 11. To e-mail the OTS Public Information Officer at pio@ots.ca.gov and OTS Operational Coordinator at least one month in advance, a short description of any new traffic safety event or program.
- 12. To produce/air public service announcement (PSAs) and paid media ads by December 31, 2007.
- 13. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:
 - a. Number of PSAs produced.
 - b. Subject of each PSA.
 - c. Number of airings for each PSA.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

OTS-38b (Rev. 5/05)

³ The project logo will be used on appropriate project materials.

⁴ Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational materials may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

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- 14. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:
 - a. Number of messages produced.
 - b. Subject of each message.
 - c. Number of printings for each message.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

METHOD OF PROCEDURE

A 22-month pedestrian traffic safety project containing both educational and enforcement elements will be conducted. The project will be completed in four phases: 1) Program Preparation, 2) Program Operations, 3) Data Gathering and Reporting, and 4) Final Report and Executive Summary.

<u>Phase 1 – Program Preparation</u> (October 1, 2006, through December 31, 2006)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Program Operations Phase. Preparatory actions include the following:

- Contact the governing bodies of the pedestrian corridor to explain the "pedestrian safety corridor" concept, outline the financial and administrative support provided by the grant, elicit their support for the project, and request suggested task force member nominations.
- Schedule the initial meeting for the pedestrian corridor task force.
- Assemble and convene the task force. Members of the task force will consist of representatives, as appropriate, from regional, county, city, and private entities. Task force membership could consist of, but is not limited to OTS, CHP, California Department of Transportation (Caltrans), California Office of Emergency Services (OES), California Emergency Medical Services Authority (EMSA), Department of Alcoholic Beverage Control, regional transportation planning agencies, county and/or city traffic engineers, planning commissions, local police departments, chambers of commerce, congestion management associations, etc. The OTS project coordinator assigned to this project will be invited to serve as a member of the task force.
- Complete the language assessment.
- Develop the operational plan and promptly issue the plan to affected commands.

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- Develop the project logo for use on appropriate project materials.
- Select educational items and/or OTS-approved promotional items.⁵
- Draft the "kick-off" press release for appropriate reviews/approvals in preparation for issuance by the due date during the Program Operations Phase.
- Plan venues for safety presentations and distribution of educational items/promotional items.
- Prepare purchase requisitions for submission after OTS' official funding authorization.
- Coordinate with allied/other agencies, as required.
- Accomplish any other preparations necessary for timely project implementation.

<u>Phase 2 – Program Operations</u> (January 1, 2007, through December 31, 2007)

Project-related operations/activities will be completed and results will be provided to OTS in Quarterly Performance Reports (QPRs). Activities include the following:

- Issue the "kick-off" press release.
- Deploy uniformed personnel on overtime in support of project goals and objectives.
- Develop, order, and distribute educational materials and promotional items at appropriate venues. (Five samples will be forwarded to OTS.)
- Establish task force meetings at least quarterly.
- Identify at least four factors, including conditions and behaviors which contribute to the specific pedestrian corridor's safety problems. All factors shall have corresponding potential short and/or long-term solutions.
- Implement at least two solutions for the pedestrian corridor.
- Conduct safety presentations by PAOs at appropriate venues and distribute project educational and promotional items. Samples will be forwarded to OTS.

⁵ All promotional items (items of nominal value given to the public as incentives for project support) must be specifically approved by OTS before items are ordered.

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• Report progress toward the project goals and objectives by the Office of Primary Interest in QPRs through channels to OTS.

<u>Phase 3 – Data Gathering and Reporting</u> (Throughout Project Period)

Agencies are required to collect and report quarterly, appropriate data that support each of the goal's and objective's progress.

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated in QPRs. QPRs for the quarter ending September 30 will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the Project Director in planning and guiding the project efforts.⁷

Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.

PHASE 4 - FINAL REPORT AND EXECUTIVE SUMMARY

Begin the Final Report and Executive Summary for the pedestrian corridor in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7. The Final Report will be submitted to OTS within 60 days of the grant ending date of July 31, 2008.

METHOD OF EVALUATION

Using the data compiled in Phase 3, the project manager will evaluate: 1) how well the stated project goals and objectives were accomplished; 2) if all the activities outlined in the "Method of Procedure" were performed in accordance with the project agreement; and 3) the project's cost effectiveness.

ADMINISTRATIVE SUPPORT

This program has the full support of CHP Executive Management. Every effort will be made to continue the activities after the project conclusion.

⁶ OPRs will clearly indicate any changes to previously reported data.

⁷ Although not a project goal or objective, citations issued by officers on project-funded overtime will be coded with a "special project code" to track the number of citations issued and the types of violations.

SCHEDULE B PAGE 1 DETAILED BUDGET ESTIMATE

PROJECT NO.: PS0706

	FISCAL YEAR (F	FY) ESTIMATES		
COST CATEGORY	FY-1 FY-2 10/1/06 thru 10/1/07 thru 9/30/07 7/31/08 Actual Costs		TOTAL COST TO PROJECT	
A. PERSONNEL COSTS				
Uniformed Overtime (OT) Hours				
1. Sergeant -				
(01/01/07 - 09/30/07) (10/01/07 - 12/31/07)	\$4,160.57	\$2,736.00	\$4,160.57 2,736.00	
2. Officer -				
(01/01/07 - 9/30/07) (10/01/07 - 12/31/07)	44,831.02	22,743.00	44,831.02 22,743.00	
Non-uniformed OT Hours			,	
3. Dispatch Support				
(01/01/07 - 09/30/07) (10/01/07 - 12/31/07)	0.00	591.00	0.00 591.00	
4. Clerical Support				
(10/01/06 - 09/30/07) (10/01/07 - 07/31/08)	0.00	702.00	0.00 702.00	
5. Graphic Designer III -				
(10/01/06 - 09/30/07)	0.00	0.00	0.00	
Benefits (See Schedule B-1 for rates.)				
6. Uniformed OT	4,600.81	2,424.00	7,024.81	
7. Non-uniformed OT	0.00	191.00	191.00	
Category Subtotal	\$53,592.40	\$29,387.00	\$82,979.40	
B. TRAVEL EXPENSE				
1. In-State	\$1,752.90	\$1,500.00	\$3,252.90	
Category Subtotal	\$1,752.90	\$1,500.00	\$3,252.90	
C. CONTRACTUAL SERVICES				
2. Paid Media	0.00	<u>(2.9</u> 4.35.50).00	0.00	
Category Subtotal	\$0.00	\$0.00	\$0.00	
D. EQUIPMENT				
Category Subtotal	\$0.00	\$0.00	\$0.00	

SCHEDULE B PAGE 2 DETAILED BUDGET ESTIMATE

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	FISCAL YEAR (FY) ESTIMATES		
COST CATEGORY	FY-1 10/1/06 thru 9/30/07 Actual Costs	FY-2 10/1/07 thru 7/31/08	TOTAL COST TO PROJECT	
E. OTHER DIRECT COSTS				
(Incl. sales tax, as applicable. See Sched. B-1.)		•		
Educational Items	\$0.00	\$3,269.09	1 4	
2. Promotional Items	0.00	6,771.51	6,771.51	
3. Venue Supplies	0.00		1	
4. Table Top Display Unit	0.00		1	
5. Minor Equipment	5,803.82	268.10	6,071.92	
6. Project Services	0.00	600.00	600.00	
Category Subtotal	\$5,803.82	\$10,908.70	\$16,712.52	
F. INDIRECT COSTS				
Category Subtotal	\$0.00	\$0.00	\$0.00	
PROJECT TOTAL	\$61,149.12	\$41,795.70	\$102,944.82	

A. PERSONNEL COSTS

Overtime:

- 1. Sergeant. Overtime is provided for required supervision of project operations/activities.
- 2. Officer. Overtime is provided for enforcement, court appearances, and public awareness campaign activities (e.g., safety presentations, informational booths, etc.). Enforcement may also include motorcycle officers with the number of hours adjusted proportionately for differences in pay rates.
- 3. Dispatch Support. Overtime is provided for Public Safety Dispatcher (PSD) personnel at affected communications centers for the required support of enforcement operations.
- 4. Clerical Support. Overtime is provided for clerical staff (Office Services Supervisor II or lower classification) to process the additional documents generated by the enhanced enforcement efforts and to assist in the preparation of project-related documents/reports.
- 5. Graphics Support. Overtime is provided for staff at the CHP Academy's Graphic Services Unit (a Graphic Designer III or lower classification) to develop project logos and/or other project materials. Allocated overtime may also be used by photographers or other specialized staff, if appropriate, to support this and other OTS project activities.

Benefits:

6. Funding is provided for the required employee benefits. Benefit rates shown in the following table (as applicable) were used in calculating estimated costs. Rates shown were provided by CHP Fiscal Management Section and were current as of the date of drafting of this document. However, rates may subsequently change, if appropriate, based upon standard departmental procedures for updating such rates.

BENEFIT RATES

DESCRIPTION	OVERTIME	
	Uniformed	Non-uniformed
OASDI	N/A	6.200%
Medicare	1.450%	1.450%
State Compensation	7.924%	7.361%
Health, Dental, & Vision		
Retirement		
Total	9.374%	15.011%

SCHEDULE B-1

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BUDGET NARRATIVE

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Notes:

Overtime hours will be appropriately distributed among participating commands. Unused non-uniformed hours (either overtime or regular) may revert to enforcement. In addition, unused clerical support hours may also revert to SSA overtime in lieu of enforcement. Overtime may be used by uniformed staff for court appearances after the Program Operations Phase has ended.

Overtime is budgeted for specific positions. However, whenever a person within the specific position classification is not available, a supervisor may fill in. For example, a sergeant may work in place of an officer; a PSD Supervisor may work in place of a PSD; an Office Services Supervisor may work in place of an Office Assistant or Word Processing Technician.

Estimated personnel costs were based on current mid-level pay rates with projected annual increases each July. If multiple positions are specified, estimates were based on the most costly position. Hours, rates, and salaries shown in Schedule B are approximations only, and may change during the project period. The intent is to use all available funding for the positions and functions described.

B. TRAVEL EXPENSE

1. In-State. Costs are included for appropriate staff to attend conferences and training events supporting the grant's goals and objectives and/or traffic safety. Funds may be used to attend OTS approved training. Anticipated travel and events include local mileage for grant activities, meetings, and the OTS summit. All conferences, seminars or training not specifically identified in the Schedule B-1 must be approved by OTS. All travel claimed would be at the agency approved rate. Per diem may not be claimed for meals provided at conferences when registration fees are paid with OTS grant funds.

Travel includes necessary travel expenses by Special Projects Section staff and other task force members associated with establishing the task force, media kick-off, task force meetings, and field review meetings. Due to task force scheduling considerations, meetings and travel may occur after the end of the Program Operations Phase.

Notes: Travel expenses include conference/seminar registration fees as well as hotel, transportation, and per diem costs. Some planned out-of-state conferences may occasionally be held in-state.

C. CONTRACTUAL SERVICES

1. Paid Media. Funding is also provided for paid media advertising to promote the goals and objectives of the project. An existing departmental contract will be utilized. The contracted media firm will provide all services associated with paid media, and will provide services if appropriate for free airings or print ads. In compliance with the National Highway Traffic Safety Administration

SCHEDULE B-1

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BUDGET NARRATIVE

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(NHTSA) Highway Safety Grant Management Manual, part two entitled "Covering Section 402 Grants," the contract will specify that the contractor provide OTS-required information on date of buy/airing, dollar amount, type of media, media reach (target group demographics), type of message, and size of audience reached.

D. EQUIPMENT

No funding is provided for major equipment.

E. OTHER DIRECT COSTS

Notes: The applicable sales tax rate for the point of delivery has been included in the estimated cost of each affected item described. The quantities of appropriate items shown in this category are approximations only. Price and/or features will determine the quantity purchased. All promotional items/educational materials purchased under this grant will contain a project-related traffic safety message. The items will also display appropriate logos (as space and cost reasonably permit) in the following order of precedence: 1) project, if applicable; 2) CHP; and 3) OTS.

Corridor projects are unique in that site selection occurs after project commencement. After site selection, and based upon local conditions specific to each corridor, the associated task force determines necessary support items appropriate to its respective corridor. Therefore, expected needs in this category have not yet been identified, and flexibility in selection of such items is essential.

To accommodate this needed flexibility while fulfilling OTS requirements for specificity, each line item shown in the Schedule B for this project is described below by a list of items commonly purchased by task forces during earlier corridor projects. The task force for each corridor in this project will choose the most appropriate items from those listed below based upon local conditions and allocated funding. The OPI will ensure that each task force exercises prudent judgment in determining which items to purchase, and the quantity of each. Upon task force selection of requested items, the list will be promptly forwarded via e-mail/fax through GMU to OTS for information. If OTS objects to any intended purchase, the Coordinator may notify GMU, which will then terminate the acquisition if possible. If special circumstances warrant purchase of an appropriate and essential item not listed below, GMU will forward a fax/e-mail request to OTS for pre-purchase approval.

Corridor project budgets commonly include promotional items, educational items, minor equipment, supplies, and services as line items. The following descriptions clarify each of these budget line items, and also list the most commonly purchased goods or services associated with that budget line item.

1. Educational Items. Costs are included to purchase or develop and print and distribute educational materials at public forums that inform the public on traffic safety. Items must include a traffic safety message, and if space is available, the OTS logo and the CHP logo. Items may include brochures,

SCHEDULE B-1

PROJECT No.: PS0706

BUDGET NARRATIVE

Page 4

pamphlets, fliers, color books, posters, signs, banners, booklets, and conference materials. Educational items may also include other items, if approved by OTS.

Along and within corridor rights-of-way, Caltrans may also produce and install permanent blank metal signs (to which safety corridor identification decals referenced earlier are then affixed). Outside corridor rights-of-way, permanent signs may be produced and installed on private property as appropriately negotiated. Installation costs of any such permanent signs are considered non-reimbursable and are not included. The number of signs per corridor will vary depending upon corridor length, available resources, and other factors. Cost estimates for the signs are based on an average Caltrans production cost of \$300 per sign.

2. Promotional Items. Costs are included to purchase, develop, and distribute promotional items to encourage participation in traffic safety presentations, contests, and programs. Items must include a traffic safety message, and if space is available, the OTS logo, and the CHP logo. Items may include magnets, pens/pencils, key chains, lanyards, cups, shirts, bags, CD covers, water bottles, pins, stickers, license plate frames, note pads, and similar items. Promotional items may also include other items, if approved by OTS.

In corridor projects, promotional items may also include handouts specifically tailored to the targeted group. Also, community leaders who voluntarily participate as task corridor force members are normally recognized for their service to local traffic safety through token awards, typically including such items as plaques, glass awards, coasters, desk accessories (paperweights, quality writing sets, etc.), or other similar items of nominal value.

- 3. Venue Supplies. Funding is provided for the establishment of CHP informational booths at appropriate venues (conferences, state and local fairs, etc.). These supplies (i.e., canopy) will be assigned to the project corridor site CHP Area in support of the public awareness campaign. Rental of tables and chairs is approved.
- 4. Table Top Display Unit. Funding is provided for the establishment of CHP informational booths at appropriate venues (e.g., conferences, state and local fairs, etc.). Planned costs include booth supplies (lighting, fans, tabletop or freestanding displays for project-related printed materials, etc.) The table top display unit will be assigned to the project corridor site CHP Area in support of the public awareness campaign.
- 5. Minor Equipment: Funding is provided for office equipment to support project activities by corridor task forces, Academy graphic/photographic support personnel, and other assigned CHP Headquarters project coordinators to meet project objectives. Although not all needs have been identified, some of the required items are: 1) computer (and associated software/licenses) and peripherals (printers, scanners, portable external hard drives, compact disk read-write drives, etc.); 2) large printer/plotter; 3) office machines (faxing, laminating, binding, or multi-function machines); 4) cameras (still or video); and 5) TV/VCR/DVD combination.

SCHEDULE B-1

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BUDGET NARRATIVE

Page 5

NOTE: Accessories, upgrades, and extended warranties may be included for any minor equipment items listed above, as appropriate.

6. Project Services. Funding is provided for required support of task force meetings and site surveys (e.g., meeting facility fees and costs of transporting task force members to the project sites). Transportation costs could include rental of appropriate conveyance (buses, vans, etc.).

F. INDIRECT COSTS

Indirect costs will not be charged to this project.

G. PROGRAM INCOME

There will be no program income generated as a result of this project.

Annex B

Map of Targeted Roadways

E 59th Pl of E 60th St o E 61st St	Gage Ave E Gage Ave E Gage Ave B Clarendon Ave Huntington Randolph St 65th St Cage Ave B Clarendon Ave Huntington Huntington Cage Ave B Cage Ave B Cage Ave	St E 77th PI St And	E 83rd St Cass PICE Santa Ave Santa Ave Cass PICE Santa Ave Santa Ave Cass PICE Santa	87th Pl E 87th Pl E 87th Pl E 87th St U St	Baird Ave Tith Bly Success Ave Firth Bly Success Ave Success Ave
	шш-ш-ш-	E Florence TAth S E 74th S E 76th P E 78th S	S Broadway	E Manch E 87th P E 88th P E 90th S	S Broadway m m SellsW
S Figueroa S		B Harbor F	пЈ-voH-011-1	I-110-Hov-Ln	W 95th St

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Annex C

Operational Plan

CHP SOUTH LOS ANGELES PEDESTRIAN SAFETY ENFORCEMENT AND EDUCATION PROGRAM PS0706 SOUTH LOS ANGELES AREA CORRIDOR I

OPERATIONAL PLAN-

Personnel overtime <u>hours can only be expended during appropriate federal fiscal year</u> (FFY) <u>budgetary periods</u>. Therefore, please plan deployment schedules during the following time periods:

Classification	1/1/2007 to 9/30/2007	10/1/2007 to 12/31/2007
Sergeant	82	28
Officer – Road Patrol	896	295
Non-uniformed – Communications	40	15
Non-uniformed – Clerical	30	25

Monthly reporting of personnel overtime and enforcement activity counts are due on the 11th day of each month, from May 1, 2007, through March 31, 2008. Please forward the counts via electronic mail to Ginny Mecham (gmecham@chp.ca.gov) in Headquarters Special Projects Section (SPS). For questions or information regarding this project, please contact Ms. Mecham (916) 657-7222, Extension 4230.

Please enter Special Project Code 602 on CHP 415s and enforcement documents.

Please record the use of non-uniformed personnel overtime on the CHP 71 by entering the Office of Traffic Safety (OTS) project number (AL0480) in the "remarks" column adjacent to the date the overtime is worked. By the tenth day of the month following the pay period in which the overtime was worked, send a copy of the CHP 71 to Accounting Section, Fund Accounting Unit.

<u>Note</u>: Before personnel at the Office Services Supervisor I or Communications Supervisor I level are authorized to work project reimbursed overtime, all rank and file clerical or communications support staff must be offered and declined the opportunity to work the overtime.

<u>Important</u>: Federal project related documents are subject to audit. Please ensure that all original CHP 415s and copies of CHP 71s and travel expense claims are saved for three years after the final project claim.

PROJECT GOALS

- 1. To reduce pedestrian-involved fatal victims on the CHP South Los Angeles Area's unincorporated roadways by 20 percent from the 2005 base-year total of 5 to 4 by December 31, 2007.
- 2. To reduce pedestrian-involved injured victims on the CHP South Los Angeles Area's unincorporated roadways by 10 percent from the 2005 base-year total of 117 to 105 by December 31, 2007.

PROJECT OBJECTIVES

- 1. To issue an operational plan¹ for the pedestrian corridor, establishing the method of operation and the policies applicable to carry out the grant program by December 31, 2006. (Completed 11/29/06)
- 2. To provide the Office of Traffic Safety (OTS) with the required documentation of local support² by January 31, 2007.
- 3. To convene a task force for the pedestrian corridor site consisting of representatives from entities with the ability to enhance pedestrian safety by January 31, 2007.
- 4. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English for the pedestrian corridor by March 31, 2007. (Completed 11/06-Spanish)
- 5. To identify through the task force at least four factors, including conditions and behaviors, negatively impacting pedestrian safety on the pedestrian corridor, and to identify potential short and/or long-term solutions for each factor by May 31, 2007.
- 6. To implement at least two potential solutions by December 31, 2007.
- 7. To conduct a minimum of four task force meetings during the pedestrian corridor's Program Operations Phase by December 31, 2007.
- 8. To deploy officers on project-funded overtime along the pedestrian corridor to enforce traffic violations consistent with the identified "top five" pedestrian-involved reportable primary collision factors by February 28, 2008.

¹ The operational plan will contain a strategic distribution of allocated overtime hours.

² Projects designated by OTS as "for local benefit," require documentation of "consent and acceptance" by representatives of local government.

- 9. To conduct a public awareness campaign to include:
 - a. Issuance of a press release announcing the "kick-off" of the project for the pedestrian corridor by January 31, 2007.
 - b. To develop a project logo³ for the pedestrian corridor by January 31, 2007. (Completed 11/06)
 - c. Distribution of education materials and/or promotional items at appropriate venues⁴ by December 31, 2007.
 - d. To conduct at least one public affairs officer (PAO) presentation per month during the pedestrian corridor's Program Operations Phase by December 31, 2007.
- 10. To use the following standard language in all press, media, and printed materials:

"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."

- 11. To e-mail the OTS Public Information Officer at pio@ots.ca.gov and OTS Operational Coordinator at least one month in advance, a short description of any new traffic safety event or program.
- 12. To produce/air public service announcement (PSAs) and paid media ads by December 31, 2007.
- 13. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:
 - a. Number of PSAs produced.
 - b. Subject of each PSA.
 - c. Number of airings for each PSA.
 - d. Total size of audience reached.
 - e. Total cost or donated value.

³ The project logo will be used on appropriate project materials.

⁴ Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational materials may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:

- f. Number of messages produced.
- g. Subject of each message.
- h. Number of printings for each message.
- i. Total size of audience reached.
- i. Total cost or donated value.

METHOD OF PROCEDURE

A 22-month pedestrian traffic safety project containing both educational and enforcement elements will be conducted. The project will be completed in four phases: 1) Program Preparation, 2) Program Operations, 3) Data Gathering and Reporting, and 4) Final Report and Executive Summary.

<u>Phase 1 – Program Preparation</u> (October 1, 2006, through December 31, 2006)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Program Operations Phase. Preparatory actions include the following:

- Contact the governing bodies of the pedestrian corridor to explain the "pedestrian safety corridor" concept, outline the financial and administrative support provided by the grant, elicit their support for the project, and request suggested task force member nominations.
- Schedule the initial meeting for the pedestrian corridor task force.
- Assemble and convene the task force. Members of the task force will consist of representatives, as appropriate, from regional, county, city, and private entities. Task force membership could consist of, but is not limited to OTS, CHP, California Department of Transportation (Caltrans), California Office of Emergency Services (OES), California Emergency Medical Services Authority (EMSA), Department of Alcoholic Beverage Control, regional transportation planning agencies, county and/or city traffic engineers, planning commissions, local police departments, chambers of commerce, congestion management associations, etc. The OTS project coordinator assigned to this project will be invited to serve as a member of the task force.
- Complete the language assessment.
- Develop the operational plan and promptly issue the plan to affected commands.

- Develop the project logo for use on appropriate project materials.
- Select educational items and/or OTS-approved promotional items.⁵
- Draft the "kick-off" press release for appropriate reviews/approvals in preparation for issuance by the due date during the Program Operations Phase.
- Plan venues for safety presentations and distribution of educational items/promotional items.
- Prepare purchase requisitions for submission after OTS' official funding authorization.
- Coordinate with allied/other agencies, as required.
- Accomplish any other preparations necessary for timely project implementation.

<u>Phase 2 – Program Operations</u> (January 1, 2007, through December 31, 2007)

Project-related operations/activities will be completed and results will be provided to OTS in Quarterly Performance Reports (QPRs). Activities include the following:

- Issue the "kick-off" press release.
- Deploy uniformed personnel on overtime in support of project goals and objectives.
- Develop, order, and distribute educational materials and promotional items at appropriate venues. (Five samples will be forwarded to OTS.)

ALL PROMOTIONAL ITEMS WILL BE PURCHASED THROUGH SPECIAL PROJECTS SECTION (SPS), USING THEIR REQUISITION NUMBERS – PLEASE FORWARD ALL REQUESTS TO MS. GINNY MECHAM, SPS.

- Establish task force meetings at least quarterly.
- Identify at least four factors, including conditions and behaviors which contribute to the specific pedestrian corridor's safety problems. All factors shall have corresponding potential short and/or long-term solutions.

⁵ All promotional items (items of nominal value given to the public as incentives for project support) must be specifically approved by OTS before items are ordered.

- Implement at least two solutions for the pedestrian corridor.
- Conduct safety presentations by PAOs at appropriate venues and distribute project educational and promotional items. Samples will be forwarded to OTS.
- Report progress toward the project goals and objectives by the Office of Primary Interest in QPRs through channels to OTS.

Phase 3 – Data Gathering and Reporting (Throughout Project Period)

Agencies are required to collect and report quarterly, appropriate data that support each of the goal's and objective's progress.

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated in QPRs. QPRs for the quarter ending September 30 will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the Project Director in planning and guiding the project efforts.⁷

Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.

PHASE 4 - FINAL REPORT AND EXECUTIVE SUMMARY

Begin the Final Report and Executive Summary for the pedestrian corridor in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7. The Final Report will be submitted to OTS within 60 days of the grant ending date of July 31, 2008.

⁶ QPRs will clearly indicate any changes to previously reported data.

Although not a project goal or objective, citations issued by officers on project-funded overtime will be coded with a "special project code" to track the number of citations issued and the types of violations.

BUDGET SUMMARY

The Alcohol-Involved Collision Reduction Effort is funded through California OTS Grant #AL0740.

CHP road patrol officer overtime hours:	1191 hours
CHP sergeant overtime hours:	110 hours
CHP Clerical overtime hours:	55 hours
CHP Communications hours	55 hours

All contractual service agreements, corridor signs, radar devices, promotional items and field/office support equipment will be procured by G. Mecham, #A7875, authorized SPS Project Coordinator:

Public Awareness and education materials:	\$ 7,000
Promotional items:	\$ 9,580
Minor Equipment:	\$ 6,000
Corridor Task Force Transportation Fees:	\$ 1,000
Corridor Task Force Mtg. Facility Fees:	\$ 1,000
Media:	\$ 40,000

Annex D

Letter of Local Support

Los Angeles School Police Department

Headquarters: 1330 West Pico Boulevard, Los Angeles, California 90015 Mailing Address: P.O. Box 513307, Los Angeles, California 90051

Telephone: (213) 742-8207 - Fax: (213) 742-0041

LAWRENCE E. MANION

CHIEF OF POLICE



JEFF CRAWFORD, DEPUTY CHIEF COMMANDING OFFICER CENTRAL-EAST-SOUTH OPERATIONS BUREAU

January 31, 2007

Christopher Murphy
Deputy Director
Office of Traffic Safety
7000 Franklin Boulevard, suite 440
Sacramento, CA 95823

Subject: Pedestrian Safety Corridor - South Los Angeles, #PS0706

Dear Director Murphy:

As required by federal statute, this letter shall serve as documentation that the Los Angeles Unified School District Police Department has an active role in the initiation, development, and implementation of the above pedestrian corridor Project.

Please maintain this letter in the Office of Traffic Safety Project file. If you have any questions, or require additional information, please call me at (213) 393-4413.

Sincerely,

JÉFF CRAWFORD, Deputy Chief

Commanding Officer

Central, East, and South Bureau

Annex E

Kick-off News Release



CONTACT: Sergeant Cathy Moore (310) 516-3355 (310) 323-5411 FAX

South Los Angeles Area 19700 Hamilton Avenue Torrance, CA 90502

FOR IMMEDIATE RELEASE

February 5, 2007

CHP PATROLS WILL ENHANCE PEDESTRIAN ENFORCEMENT AND EDUCATION IN THE FLORENCE- FIRESTONE COMMUNITY

The California Highway Patrol is announcing the Pedestrian Safety Enforcement and Education Program funded by the Office of Traffic Safety (OTS). Beginning in January 2007, the South Los Angeles Areas will kick off an aggressive pedestrian safety enforcement and education program in the unincorporated Los Angeles community of Florence-Firestone. Pedestrians killed in collisions represented 23% of the total number of people who died in motor vehicle-involved collisions from 2002 to 2004. Unfortunately, this number increased to 29% in 2005.

A task force of local businesses, legislative members, and other community leaders has been developed to identify and combat this problem. The task force will utilize education, enforcement, and engineering strategies to accomplish the overall goal of reducing pedestrian involved fatality and injury collisions by 10% by December 31, 2007.

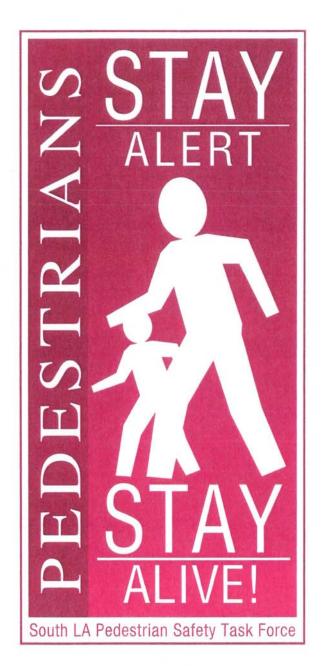
Additional officers will be deployed with the specific goal of identifying and enforcing traffic violations consistent with the factors causing pedestrian-related accidents. Additionally, we will join forces with local venues and businesses to identify factors, including conditions and behaviors, negatively impacting pedestrian safety and identify potential short and/or long term solutions.

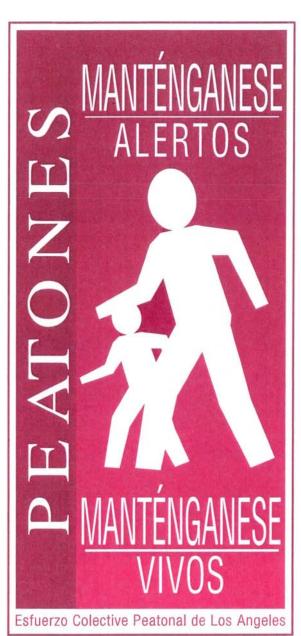
For further information contact Sergeant Cathy Moore at (310) 516-3355.

* * *

Annex F

Project Logo

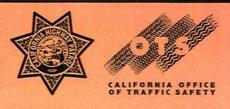




Annex G

Rack Cards

South LA Pedestrian Safety Task Force

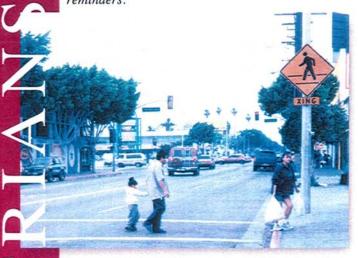




DID YOU KNOW that almost 700 pedestrians were killed in California last year and more than 14,500 were hurt when cars or other vehicles hit them?

MOST OF US don't know that vehicle/pedestrian collisions kill and injure so many people every year. But it's a fact. And most people who drive also walk. So do their children and other loved ones. We're all at risk, and when cars and people collide, the people always lose.

KEEPING EVERYONE SAFE is a team effort. Here are some important safe driving/walking reminders:



WHEN YOU DRIVE:

Pay attention to children playing near the street, because a child may dart in front of you.

Keep your eyes open for pedestrians when you are making turns.

Pay special attention when vehicles in other lanes are slowing or stopping. Someone may be crossing the roadway.

WHEN YOU WALK:

STOP, LOOK, AND LISTEN before you cross the street.

Always look left, right, and left again, and then cross only if it's safe-even when the light is green.

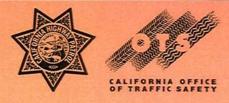
Wear reflective clothing at night.

Watch out for turning cars.

South LA Pedestrian Safety Task Force

MANTÉNGANESE ALERTOS

Esfuerzo Colective Peatonal de Los Angeles

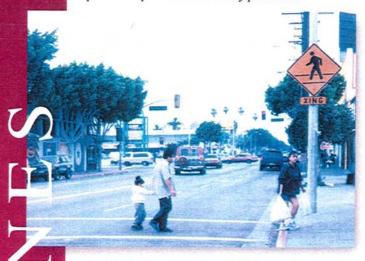




SABIA QUE CERCA de 700 peatones mueren cada año en California y más de 14,500 son lesionados por vehículos?

MUCHOS NO SABEN que choques automovilísticos matan y lastiman a miles de peatones cada año. La mayoría de la gente que maneja también camina, así como sus hijos y otros seres queridos. Todos estamos en peligro, y cuando un vehículo choca contra un peatón, el peatón siempre pierde.

LA SEGURIDAD DE TODOS es un esfuerzo colectivo. Aquí están unos mensajes de seguridad importantes para conductores y peatones:



CUANDO MANEJE:

Ponga atención a los niños que están jugando cerca de la calle, porque uno de ellos puede atravesársele repentinamente.

Tenga cuidado de peatones cuando esté a punto de dar una vuelta.

Ponga atención cuando vehículos en otros carriles disminuyen su velocidad o hacen alto. Alguien puede estar cruzando la calle.

CUANDO CAMINE:

PARE, MIRE, Y ESCUCHE antes de cruzar la calle.

Siempre mire a la izquierda, a la derecha, y luego a la izquierda otra vez, y sólo cruce cuando sea seguro - aunque la luz esté verde.

De noche, vista con ropa fluorescente.

Cuídese de autos que están a punto de dar vuelta.

Esfuerzo Colective Peatonal de Los Angeles

D TA TA

Annex H

Project Poster

Don't Let SAFETY

Don't Let Safety out of Your Hands



Take a Moment To be SAFE











Name Wallet Vallet Room St

Out of your HANDS





